



## **A G E N D A**

### **FOR THE REGULAR MEETING OF THE DIRECTORS OF THE CITY OF GREATER SUDBURY COMMUNITY DEVELOPMENT CORPORATION**

**To be held on:  
Wednesday, April 23<sup>rd</sup>, 2020  
Conference Call  
2:00 p.m.**

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	<u>Pages</u>
1. 2:00 Declaration of Conflict of Interest	
2. Tourism Development Committee	
i. Tourism Development Committee Minutes	1 – 4
ii. 2020 Workplan Presentation	5 – 13
iii. Tourism Development Fund Launch and Communications plan	
3. 2020 GSDC Board Nominations Update	
4. GSDC Governance Update	
5. Other Business	
6. Adjournment	

**Next Meeting: May 13<sup>th</sup>, 2020**

**MINUTES OF THE REGULAR MEETING OF THE BOARD  
OF DIRECTORS OF THE CITY OF GREATER SUDBURY  
COMMUNITY DEVELOPMENT CORPORATION**

**Videoconference  
Tom Davies Square**

**Wednesday, April 23<sup>rd</sup>, 2020  
Commencement: 2:03 p.m.**

- Chair:**                    **ANDRÉE LACROIX IN THE CHAIR**
- Present:**                Brent Battistelli, Lisa Demmer, Joanne Gervais, Iyo Grenon, Andrée Lacroix, Mike Ladyk, Councillor Bill Leduc, Marett McCulloch, Peter Nykilchuk, David Paquette, Jeff Portelance, Councillor Mark Signoretti, Brian Vaillancourt
- Regrets:**                Mayor Brian Bigger, Erin Danyliw, Gerry Montpellier, Daran Moxam
- Guests:**                 Pierre Seguin, Ministry of Energy, Northern Development and Mines
- City Officials:**        Meredith Armstrong, Kelly Bonnell, Rebecca Brooks, Shawna Cole, Lynn Despatie, Briana Fram, Liesel Franklin, Dana Jennings, Barb McDougall, Liam McGill, Terra Posadowski, , Scott Rennie, Elena Zabuskaya
- Agenda Review:**        No additions to the agenda.
- Conflict of Interest:**   None noted.
- Tourism  
Development  
Committee:**            *March 12<sup>th</sup> and March 25<sup>th</sup> Tourism Development Committee (TDC) Minutes*
- The final minutes of the March meetings of the TDC were included in the agenda package for review. There were no questions at this time.
- 2020 Workplan*
- A full report was provided in the agenda packaged. Highlights of the workplan were presented by Acting Manager of Tourism and Culture, Dana Jennings and included:
- Background into the TDC as an arms-length committee charged with managing the Tourism Development Fund (TDF).
  - Outlining of the Tourism Strategy including Investment, Product and Destination Development, Marketing and Promotions, and Workforce and Ambassadorship.
  - Each point was described in detail with regards to expectations and objectives.

- Key performance indicators were presented including occupancy rates, website views, social media engagement and amount of average overnight visitor spending.
- The milestone of hiring a Major Events Development Officer (MEDO) has been achieved with the recruitment of Kelly Bonnell.
- Marketing and promotions strategies and partnerships are in progress, including collaboration with SporkLink.
- Respective budgetary projections were discussed.

No further questions were posed at this time.

**2020 – 021 – Peter Nykilchuk / Jeff Portelance**

WHEREAS The Tourism Development Committee has prepared and presented the 2019 Annual Report and the 2020 Work Plan and Budget to the Greater Sudbury Development Corporation (GSDC) Board; and

WHEREAS the GSDC is required to submit annual reporting on the plans and investments made to the City of Greater Sudbury as outlined in Section 17 of the MAT operating agreement, dated April 9, 2019;

THEREFORE BE IT RESOLVED THAT the Greater Sudbury Development Corporation Board provide its endorsement of the 2020 Work Plan and Budget and direct staff to present the reports to the City Treasurer.

***CARRIED***

TDF Launch and Communications Plan:

In light of our current situation, the Tourism Development Committee proposed that the launch of the Tourism Development Fund be deferred for a short period to explore the opportunities to assist in the recovery of the local tourism sector through the use of this fund.

Staff will draft language around communication plan, and report back to committee for review.

2020 Nomination  
Committee Update:

At the time of the meeting, four Board members have volunteered as Nomination Committee members.

The first meeting is scheduled for May 19<sup>th</sup> with applications closing the afternoon of May 14<sup>th</sup>.

Any additional members interested in participating are encouraged to put their name forward directly after the April meeting.

GSDC Governance  
Update:

An operating agreement is in the process of being finalized and is expected be returned to the Board for review in the near future. The current COVID – 19 situation has slightly delayed progression, however, efforts continue.

Adjourned 3:14

**Next meeting May 13<sup>th</sup>, 2020**

Andree Lacroix

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Chair

Meredith Armstrong

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Secretary